REMARKS/ARGUMENTS

Applicant appreciates the Examiner's thorough search and examination of the present patent application.

Claims 1-4, 6, 7, 11, 12, 14, 16, 18, 20, 24, 28-32, 34, 39 and 40 are amended, claims 17, 19, 21-23, 25-27, 33, 35-38, 41-54 are canceled and claims new 55-81 are added.

Claims 1-17, 19-34 and 36-54 are rejected under 35 U.S.C. §103(a) as being unpatentable over Greening ("Greening," U.S. Patent Application Publication No. US 2001/0013009) in view of Harvey ("Harvey," U.S. Patent Application Publication No. US 2002/0059379). Applicant respectfully traverses this rejection.

Applicant's claim 1, as amended, is directed to a method for "compiling an electronic database" that includes "providing an electronic architecture which stores data related to individual personal traits and preferences for a plurality of persons." "Personal trait and preference data" are preferably "received" from the "persons" and the "received data" are "compiled" and "stored" into "records in the electronic architecture." A "user interface" is provided that prompts the user for "personal user information representing a trait or preference of the user." Further, the interface enables a user to "submit at least one user parameter representing at least one trait or preference" and to "search the electronic architecture as a function of the user parameter." The search identifies "at least some of the personal trait and preference data for at least one of the plurality of persons." Further, "other personal trait and preference data" are provided from the electronic architecture "as a function of at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons and the user information." Moreover, the "personal user information" is stored "as data in the electronic architecture." Applicant's other independent claims, namely 55 and 79, include similar features.

In an example, as shown in Fig. 7, a user searches the "electronic architecture" for a personality type listed as "very aggressive", and those persons who submitted personal trait and preference data in the electronic architecture that include a very aggressive personality type are returned. Moreover, (as shown in Fig. 7), 22% of those also submitted a preference in a sport utility vehicle manufactured by Ford. Thus, in this example, the user searched for "very aggressive" and received "other personal trait and preference data," i.e., a preference for Ford sport utility vehicles.

Applicant respectfully submits that neither Greening nor Harvey, either alone or in combination, teach or suggest this combination of features.

Greening teaches a "computer-based marketing" system and method that predicts the interests of a user based upon that user's behavioral or preferential similarities to various criteria, including other users, objective archetypes, a market segment profile, a psychographic profile, like-minded groups, or a combination thereof (see abstract). In Greening, users are identified, and reactions to items are recorded to predict reactions to items and items are recommended (see paragraph 34). Using "objective" and "composite" archetypes, "like-minded" people are located in a database to make predictions (see paragraphs 34-35).

Greening does not, however, teach identifying "at least some of the personal trait and preference data for at least one of the plurality of persons" "as a function of a user parameter," nor does it teach providing "other personal trait and preference data" from the "electronic architecture" "as a function of at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons and the user information." Instead, Greening uses archetypes to recommend or predict a user's reaction to an item.

The Examiner states that "Greening does not specifically disclose that the individual user can search the demographics database[, but that] Harvey discloses that the individual user or a member can search the demographics database[.]" Applicant respectfully submits that Harvey does not supply the elements of applicant's amended claim 1 (and other independent claims 55 and 79) that are missing from the teachings of Greening.

Harvey teaches an "information and application distribution system" that enables "like-minded" communities to interact and communicate. With respect to searching, Harvey teaches (at paragraph 44) search tags that can be embedded in a "community" by a "creating user." At paragraph 51, Harvey suggests a search application object, and at paragraph 87, search function 3405 (Fig. 4) enables a user to search "for communities, vendors, products or users." At paragraph 107, Harvey teaches use of a search entry field to locate classified ads, and at paragraph 120, Harvey teaches selecting search function 3045 to search for communities, users, vendors and/or products.

Applicant respectfully submits that Harvey does not teach or suggest applicant's claim 1 features enabling a user to "submit at least one user parameter representing at least one trait or preference", "search the electronic architecture as a function of the user parameter to identify at least some of the personal trait and preference data", and "providing other personal trait and preference data from the electronic architecture as a function of at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons and the user information." Therefore, elements of applicant's claim 1, 55 and 79 that are missing from

the teachings of Greening are not taught or suggested by Harvey. Thus, even if one were combine the references, as the Examiner has done, applicant's claims 1, 55 and 79 still would not be taught.

Claims 2-16, 20, 24, 28-32, 34, 39, 40 depend directly or indirectly from claim 1, claims 56-78 depend directly or indirectly from claim 55, and claims 80 and 81 depend directly from claim 79. These dependent claims are patentable for the same reasons as well as because of the combination of features in those claims with the features set forth in the claim(s) from which they depend.

Claims 18 and 35 are rejected under 35 U.S.C. §103(a) as being unpatentable over Greening in view of Harvey in view of Goldstein ("Goldstein," U.S. Patent Application Publication No. US 2001/0032115) in view of Masi ("Masi," U.S. Patent No. 6,105,001). Claim 35 has been canceled. Applicant respectfully traverses this rejection with regard to claim 18 and new claim 70.

The Examiner states that "Greening does not specifically disclose receiving incentives in response to recruiting others to input their personal preference data." Accordingly, the Examiner cites to Goldstein for "users or members being rewarded for a variety of activities including providing personal preference data" and to Masi for disclosing "rewarding users for recruiting new members." Applicant respectfully submits that, for the same reasons as described above, neither Goldstein nor Masi, either alone or in combination supply the elements of applicant's amended claim 1 (and other independent claims 55 and 79) that are missing from the teachings of Greening.

Therefore, claim 18, which depends from claim 1, and claim 70, which depends from claim 55, are allowable as well as because of the combination of features in those claims with the features in claims 1 and 55, respectively.

Accordingly, the Examiner is respectfully requested to reconsider the application, allow the claims as amended and pass this case to issue.
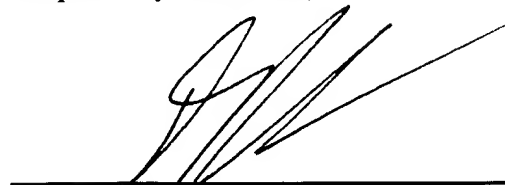
Respectfully submitted,

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